

Tourism Professionals Convene in Rabat for ECTAA's 131st Semi-Annual Meeting

Rabat, 17 November 2025 – Travel agent and tour operator representatives from across Europe gather in Rabat, Morocco, for the semi-annual meeting of ECTAA from 17–18 November 2025 to discuss industry trends and regulatory changes, while also taking the opportunity to explore Morocco—a key destination for many European travelers due to its growing popularity and rich cultural appeal.

ECTAA's meeting highlights the association's ongoing commitment to strengthening Euro-Mediterranean tourism ties and promoting Morocco as a leading tourist hub in the region.

These are the topics that will be discussed during the meeting:

Shaping Tourism's Future: addressing evolving challenges in the travel sector such as environmental pressures, social concerns like unbalanced tourism, digital transformation, and sustainability, with a focus on embracing change and collaboration to benefit travelers, businesses, and communities.

Inclusive Tourism and Local Impact: exploring the positive role travel companies play in society, including making travel accessible for people with physical limitations and supporting local communities through sustainable tourism practices.

Artificial Intelligence in Travel: examining how AI is revolutionizing travel planning and personalization, influencing consumer behavior, and impacting travel distribution.

Regulatory and Legislative Updates: reviewing key regulatory changes including revisions to the Package Travel Directive, passenger rights across all transport modes, VAT reforms, and new sustainability regulations.

Travel Agency Sector Evolution: discussing the recognition of travel advisors' expertise and the need to adapt business models for long-term viability, as well as the potential of automated payment solutions to enhance business efficiency and risk management.

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ECTAA

ECTAA represents the interests of 80,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.